MIAMIBEACH

OFFICE OF THE CITY MANAGER NO LTC # 162 - 2014

LETTER TO COMMISSION

TO:

Mayor Philip Levine and Members of the City Commission

FROM:

Jimmy L. Morales, City Manager

DATE:

May 12, 2014

SUBJECT: The 17th Annual Teen Anti-DIU Mock Car Crash Presentation-"You Only Live Once"

(YOLO)

The Miami Beach Fire Rescue and Police Departments, along with Miami Beach Senior High School, and its Community Partners will be conducting a special program called "YOU ONLY LIVE ONCE" on Friday, May 16, 2014 at 10:30 a.m. You are cordially invited to attend the opening ceremony of this prestigious program. Your presence at this event can be seen and felt among the community and students. The 17th Annual Teen Anti-DUI Mock Car Crash Presentation designed to teach the students the consequences of distracted driving and drinking on prom night. There will be 300 high school students attending this live presentation at the Miami Beach Convention Center Parking lot.

The program consists of a mock DUI and distracted driving crash, which results in one death and several serious injuries. High school students from the Drug-Free Youth In Town (D-FYIT) Club will be the actors and the victims. It begins with a short introduction by the Fire Chief, followed by a party scene whereby alcohol is pretended to be consumed. On their way home, the partygoers are involved in a car crash. Every agency that would normally respond to this type of incident will do what they normally do. Police will respond and perform the accident investigation, sobriety test and arrest. Fire Rescue will extricate the victims, triage them and transport a short distance away, etc. The Forensic Attendants examine, bag, carry and load the deceased into the black hearse. To add even more dramatic impact, this year a mock funeral for the deceased will conclude the program.

This event requires the participation of the following community partners:

Miami Beach Coalition-Marina Aviles

Miami Beach Senior High-actors, victims, and equipment

South Beach Towing Recovery and Entertainment-crashed vehicles-Robert Ashenoff

Miami Beach Convention Center-parking lot access

Vista Convention Services South-pipe & drape screen-Jim McNally

Miami Beach Fire Rescue-emergency response personnel, equipment and programming

Miami Beach Police Department-emergency response personnel

Riverside Gordon Memorial Chapel-two attendants, black hearse and mock funeral accoutrements

Miami Beach Parks and Recreation Department-fans

Miami Beach Sanitation-trash bins

Mothers Against Drunk Driving-guest speaker

Please feel free to contact me should you have any questions. VF/JM



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

FIRE DEPARTMENT, Fire Prevention, Arilys Perez, Lieutenant Tel: 305.673.7165, E-mail: aperez@miamibeachfl.gov

PRESS RELEASE

"You Only Live Once" Mock DUI-Car Crash Teaches Teens Reality of Texting or Drinking & Driving

-- Friday, May 16, 2014, 10:30 a.m. at the Convention Center Parking Lot --

Miami Beach, Florida – The City of Miami Beach hosts "You Only Live Once" Anti-DUI program on Friday, May 16, 2014 at 10:30 a.m., as part of preparations for teenagers do's and don'ts of driving. This award-winning mock simulation, now in its 17th year, will be held at the Miami Beach Convention Center parking lot at 1900 Convention Center Dr., Miami Beach, FL 33139.

This live, simulated DUI car crash dramtization results in one death and several serious injuries designed to teach over 300 high school students, school staff and local partners about the grave consequences of drinking alcohol then driving a motor vehicle. In addition, this year's format emphasis texting and/or talking on the phone while driving which addresses a serious hazard affecting our youth today.

Police respond and perform the accident investigation, sobriety test and arrest. Fire rescue extricates the victims, stabilizes them and transports them to the hospital. Funeral home attendants carry and load the deceased into a black hearse. To create an even more dramatic impact, a mock funeral for the deceased will conclude the program.

Using make-up, artificial blood, and actual crashed vehicles, the impact of what the audience views shows upon their faces. In addition, every agency that would be called upon to respond to this type of incident does what they normally would do in the case of an accident.

This event is made possible with the participation of following community partners:

- Miami Beach Coalition, Marina Aviles
- Miami Beach Senior High: actors, victims, and equipment
- South Beach Towing Recovery & Entertainment: crashed vehicles, Robert Ashenoff
- Vista Convention Services South: pipe & drape screen Jim McNally
- Riverside Gordon Memorial Chapel: attendants, black hearse & mock funeral accourrements
- Mothers Against Drunk Driving: speaker
- A Mother's Hurting Heart speaker

The City of Miami Beach, the Miami Beach Coalition and all its sponsors are proud to offer this award-winning event to promote safe driving habits among our teenagers.

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